

Your Basic Long cigarette.



**Only
9mg
tar.**

**Double-Aged Tobacco
makes your
Basic 100's long on flavor
and short on tar. Just 9 mg tar.**

All tobacco is aged. But with the Basic blend, selected leaves are aged again. Through a special process called Double-Aging, the leaves are allowed to enrich themselves until they're actually too full flavored for today's smoker.



*Some Basic gets education
"What do I think of great taste
and low tar?" What do you think
of great taste and low tar?"*

But it's important to start with all that flavor. Why? So when you take out tar—take it all the way down to 9 mg—you'll still have plenty of flavor left.

That's the Basic idea. Double-Aged Tobacco. With only 9 mg tar.

Get down to Basics.

**Double-Aged Tobacco. Only 9 mg tar.
Also Available in King Size.**

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Large: 1 mg "tar," 0.1 mg nicotine—
tar & 0.1 mg "tar," 0.1 mg nicotine av. per cigarette by FTC Method.

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